



BBB INSTITUTE QUARTERLY NEWSLETTER

Spring 2023

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## BBB Institute welcomes new Board member



The BBB Institute for Marketplace Trust is pleased to welcome Aric K. Perminter, Chairman & CEO of Lynx Technology Partners, LLC., as a new member of its Board of Directors.

Mr. Perminter brings a wealth of expertise in the field of cybersecurity and in leading missions to support underserved populations. The company he founded, Lynx Technology

Partners, LLC, provides endpoint security and risk management services, and is accredited by the Better Business Bureau.

[Learn More](#)

## Zelle<sup>®</sup> joins Corporate Trust Council



BBB Institute for Marketplace Trust is pleased to welcome Zelle<sup>®</sup> to our [Corporate Trust Council](#). The Zelle Network<sup>®</sup> connects more than 1,800 financial institutions of all sizes, enabling consumers and businesses to send digital payments to people and businesses they know and trust with an eligible bank account in the U.S.

The Corporate Trust Council is a coalition of select companies that have joined BBB Institute to foster a trustworthy marketplace by providing expertise, resources, and funding support. Current members include Amazon and Capital One.

[Read More](#)

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## Fighting Financial Fraud program starts 2023 session

The 2023 session of BBB Institute's Fighting Financial Fraud program is off to a great start. Representatives from 20 BBBs throughout the United States participated in an online training to learn about financial fraud issues and how to bring this important information to their communities.

Fighting Financial Fraud is a consumer education program sponsored by the [FINRA Investor Education Foundation](#) aimed at educating the public about how to recognize and avoid financial fraud and scams. The program includes a train-the-trainer curriculum for BBB staff to learn about these types of scams and develop best practices for providing educational workshops to consumers and businesses. Workshops are free and available to any groups interested in learning more about financial fraud. [Contact your local BBB](#) to request a presentation.

New this year is a special segment on safe usage of online payment platforms, which will be presented and sponsored by Zelle®.

More information about the Fighting Financial Fraud program can be found below:

[Learn More](#)

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**INFORME DE RIESGO BBB SCAM TRACKER<sup>SM</sup> 2022**

## **Resurgen las estafas laborales**

### **2022 Spanish-language *BBB Scam Tracker<sup>sm</sup>* *Risk Report* now available**

The *2022 Scam Tracker Risk Report* is now available in Spanish!

The *2022 Scam Tracker Risk Report* analyzes the data that individuals and businesses submit to BBB Scam Tracker as a way to shed light on how scams are perpetrated, who is being targeted, which scams are most prevalent, and behaviors and factors that may impact a person's susceptibility.

Click the link below to read the Spanish-language report and access free downloadable sheets that highlight statistics about scams impacting the military community and their families, older adults, and young adults.

[\*\*Read the Report\*\*](#)

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## Stay up to date with our blog

Keep up with the latest BBB Institute news, get updates on scams, learn about tips that can keep you and your network safe, and even access webinars through our updated blog.

[Read More](#)



## Connect with us

Follow BBB Institute on [LinkedIn](#) and [Twitter](#) and keep up to date on what's happening. We'd love to hear from you.

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## Upcoming

**July:** BBB Institute will co-host a webinar with [Advocating Against Romance Scammers](#) featuring Erin West, Deputy District Attorney for Santa Clara County, CA. The webinar will discuss what to know about romance scams and "pig butchering," and include real-life

examples of how these scams have impacted lives. A link to this recorded webinar will be posted on LinkedIn and our website. Check our [LinkedIn](#) page for upcoming announcements.

## In case you missed it

Our webinar, *ID Protection and Your Business: Protecting your business from identity theft and data breaches*, is available to view on demand. In this conversation, guests from the [Federal Trade Commission](#) and the [U.S. Small Business Administration](#) provide thoughtful guidance on ways to protect personal identity and how to respond in the event of a data breach. You can view the webinar [HERE](#).

### Special thanks to our Corporate Trust Council members

The Corporate Trust Council is a coalition of select companies that have joined with BBB Institute to foster a marketplace that is trustworthy and accessible for all by providing their expertise, resources, and funding support.



[Learn More](#)

Thank you to our program partner:



We work with local BBBs across the U.S. and Canada to deliver programs that build a trusted marketplace by:

- **Empowering consumers** to take control of their purchasing decisions and avoid falling prey to scams.
- **Helping businesses** be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.
- **Publishing research** that provides critical insights for the public and our partners, and informs how we develop and deliver our programs.

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